

WHAT IS CLAIMED IS:

1. A shelving system for mounting to at least one pair of parallel, substantially vertical, laterally spaced apart shelving standards laterally spaced apart a first distance, the system comprising:

a) at least one pair of keys adapted for releasably interlocking mating with said at least one pair of standards, at least one key of said at least one pair of keys per each standard of said pair of standards;

b) at least one pair of rigid bracket arms mountable to said at least one pair of keys, each bracket arm of said at least one pair of rigid bracket arms mountable to a corresponding key of said at least one pair of keys,

c) manually extendable slides, mountable to said each bracket arm, translatable between a retracted position and an extended position cantilevered from said each bracket arm,

d) a rigid substantially planar shelf mountable onto, at opposite ends thereof, and so as to extend between said slides when mounted to each pair of rigid bracket arms of said at least one pair of rigid bracket arms, wherein said shelf has a first length measured from each end of said opposite ends,

e) at least one spacer mountable, by spacer mounting means, between said each bracket arm and said corresponding key so as to adjust the distance between said at least one pair of keys, when mounted to said at least one pair of rigid bracket arms, to correspond to said first distance when said first length is less than said first distance.

2. The shelving system of claim 1 wherein said each bracket arm is planar and wherein said corresponding key is planar.
3. The shelving system of claim 2 wherein each spacer of said at least one spacer is planar.
4. The shelving system of claim 3 wherein said each spacer is a washer.
5. The shelving system of claim 1 wherein said corresponding key is dog-legged in plan view so as to align a distal end of said corresponding key, distal to an end of said corresponding key mountable to said each bracket arm, with said each bracket arm when said corresponding key is mounted to said each bracket arm.
6. The shelving system of claim 5 wherein said corresponding key is planar.
7. The shelving system of claim 6 wherein said corresponding key is a washer.
8. The shelving system of claim 1 wherein said shelf includes modularly interlocking shelf members releasably mountable to one another wherein a shelf depth perpendicular to said first length may be adjusted by removing or installing said shelf members from or onto said shelf respectively.
9. The shelving system of claim 8 wherein said shelf members include a front member mountable at a distal end of said each pair of rigid bracket arms, distal to opposite ends of said each pair of rigid bracket arms mountable to said corresponding keys.
10. The shelving system of claim 9 wherein said shelf includes electronic merchandising means mounted within said shelf.

11. The shelving system of claim 1 wherein said at least one pair of keys include protruding hooked tangs for hooked mating with corresponding slots in the standards.
- 5 12. The shelving system of claim 11 further comprising a selectively actuatable actuator mountable to each key of said at least one pair of keys for selectively engaging a corresponding standard when said each key is mounted thereto for tightening and thereby increasing the rigidity of said hooked mating of said tangs into the slots in the standards.
- 10 13. The shelving system of claim 12 wherein said actuator is a threaded member rotatably mounted to said each key and a bored elongate member threadably non-rotatably mounted onto one end of said threaded member, said elongate member mounted to said each key for sliding translation relative thereto.
- 15 14. The shelving system of claim 13 wherein said threaded member is a bolt and said elongate member is a threaded cylinder having at least one elongate channel along its length sliding mating with a corresponding edge of said each key.
- 20 15. The shelving system of claim 14 wherein said bolt and said cylinder are mounted into a correspondingly sized cut-out in said each key.
- 25 16. The shelving system of claim 1 wherein said slides and a corresponding said shelf mounted thereon are releasably lockable in said extended position by releasable locking means on said each pair of rigid bracket arms engaging said slides.
17. The shelving system of claim 16 wherein said locking means is a pin engaging one of at least one aperture in each said slides.

18. A method of facing stock on a shelving system comprising the steps of:

- 5 a) providing at least one pair of parallel, substantially vertical, laterally spaced apart shelving standards laterally spaced apart a first distance;
- b) providing at least one pair of keys releasably mated with said at least one pair of standards,
- 10 c) providing at least one pair of rigid bracket arms mounted to said at least one pair of keys, each bracket arm of said at least one pair of rigid bracket arms mounted to a corresponding key of said at least one pair of keys,
- 15 d) providing manually extendable slides, mounted to said each bracket arm, translatable between a retracted position and an extended position cantilevered from said each bracket arm,
- e) providing a rigid substantially planar shelf mounted onto, at opposite ends thereof, and so as to extend between said slides when mounted to each pair of rigid bracket arms of said at least one pair of rigid bracket arms, wherein said
20 shelf has a first length measured from each end of said opposite ends,
- f) providing at least one spacer mountable, by spacer mounting means, between said each bracket arm and said corresponding key,
- 25 g) adjusting the distance between said at least one pair of keys, when mounted to said at least one pair of rigid bracket arms, to correspond to said first distance when said first length is less than said first distance.

19. The method of claim 18 further comprising the steps of:

(a) laterally translating in a first direction said shelf from said retracted position to said extended position,

5 (b) laterally translating old product on said shelf in the first direction so as to abut and face the old product against a second or forward edge of said shelf opposite to said first or rearmost edge,

(c) stock new product on said shelf behind said old product on said shelf so as to position said new product adjacent said old product between said old product and said rearmost edge of said shelf,

10 (d) laterally translate said shelf in a second direction opposite to said first direction from said extended position to said retracted position.

20. The method of claim 19 further comprising the step of providing a flange mounted to a forward edge of said shelf, said flange extending vertically upwards, against which the stock is faced.

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